

Marketing

that get results

Computer Corporation of America

MARKET FAMILIARIZATION CAMPAIGN

SITUATION/PROBLEM

MOST SOFTWARE USERS WERE UNFAMILIAR WITH CCA AND THE SUPERIOR SOFTWARE IT PRODUCED. THIS WAS KEEPING CCA FROM BEING APPROVED AS A SUPPLIER OR CONSIDERED FOR ACQUISITION.

OBJECTIVE

CCA's management wanted users to include the company in lists of acceptable software manufacturers. It also wanted to position the company for possible acquisition.

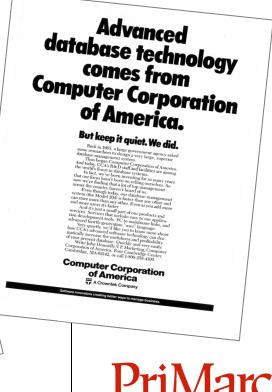
SOLUTION

The first DBMS conceived for online systems, remembers more.

PriMarc proposed a marketing communications program promoting both CCA's corporate identity and its products. The corporate identity materials used a tagline that played off the industry's lack of awareness about CCA's accomplishments: "Keep it quiet. We did." In the product promotions, coupons were included to generate inquiries.

RESULTS

The campaign generated an average of 790 inquiries each and every month, 39% of which converted to sales. The company grew more than 70% in 18 months, far exceeding its management's expectations. The acquisition positioning was also successful. CCA was acquired in the 4th year of a 5-year communications plan.



PriMarc